

Message Text

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13

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 COME-00 SIL-01 LAB-04 SS-15 SP-02

NSC-05 L-02 H-02 CIAE-00 INR-07 NSAE-00 PA-02 RSC-01

USIA-15 PRS-01 OMB-01 CIEP-02 TRSE-00 OPIC-06 SAM-01

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FM AMEMBASSY LISBON

TO SECSTATE WASHDC 1203

UNCLAS LISBON 5385

E.O. 11652: N/A

TAGS: BGEN, PO

SUBJ: CLOSING OF US ADVERTISING AGENCY: LEO BURNETT

REF: LISBON 5107

1. LEO BURNETT, US-OWNED ADVERTISING AGENCY IN LISBON, APPARENTLY CEASED OPERATIONS ON DECEMBER 5 IN RESPONSE TO BOYCOTT OF ITS ADVERTISING. A TELEPHONE OPERATOR AT FIRM INFORMED EMBASSY THAT FIRM WAS CLOSED AND THAT BRITISH MANAGER JOFFRE HAD RETURNED TO LONDON. A CALL TO JOFFRE'S HOME ELICITED NO RESPONSE. AFTERNOON'S PRESS ALSO REPORT APPARENT CLOSURE.

2. AN EXECUTIVE OF ANOTHER LISBON ADVERTISING AGENCY, WHEN QUERIED, RESPONDED THAT CLOSURE IF TRUE WOULD BE NO SURPRISE. HE HAS BELIEVED THAT CLOSURE WAS INEVITABLE SINCE CONFRONTATION BETWEEN FIRM AND UNIONS TOOK PLACE. HE CONSIDERS THAT MAJOR FACTOR IN BURNETT'S ORIGINAL REDUCTION IN FORCE WAS FACT THAT ITS MAJOR INTERNATIONAL CLIENTS WERE NOT CLIENTS IN PORTUGAL. FINALLY, EXECUTIVE REPORTED THAT BURNETT WORKERS WERE PLANNING ATTEMPT RUN AGENCY AS A COOPERATIVE; HE DISMISSED THIS ATTEMPT AS UNREALISTIC AND FORESEES COMPETITION AMONG

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REMAINING AGENCIES FOR BURNETT ACCOUNTS. HOWEVER, THIS

COMPETITION WOULD BE COMPLICATED BY FACT THAT PICKING
UP ACCOUNTS ALSO MAY ENTAIL HIRING BURNETT EMPLOYEES- WHICH
WOULD BE DIFFICULT BECAUSE OTHER AD AGENCIES
REPORTEDLY ARE FACING FINANCIAL PROBLEMS.
SCOTT

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